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Application No.: 10/825063

Case No.: 59544US002

**Amendments to the Claims:**

The following Listing of Claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims**

1.- 8. (Cancelled)

9. (Original) A system for providing information to motorists, comprising:

a programmable sign display placed in proximity to a traffic light, the programmable sign display indicating a particular radio frequency capable of reception by a radio receiver of the motorists; and

a radio transmitter that transmits a signal on the particular radio frequency being displayed by the programmable sign display for viewing by motorists as they direct their attention toward the traffic light, the signal corresponding to information relevant to motorists.

10. (Original) The system of claim 9, wherein the programmable sign display provides a display of information to motorists including the indication of the particular radio frequency in coordination with one or more states of the traffic light.

11. (Original) The system of claim 9, wherein the programmable sign periodically changes the display to indicate a different radio frequency, the system further comprising a second radio transmitter that transmits a signal on the different radio frequency being periodically displayed by the programmable sign display.

12. (Original) The system of claim 9, wherein the radio transmitter is located in proximity to the programmable sign display and traffic light.

13. (Original) The system of claim 9, wherein the information of the signal is advertising for at least one business located nearby the programmable sign display.

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14. (Original) A system for providing visual information to motorists regarding an approaching emergency vehicle, comprising:

a programmable sign display placed in proximity to a traffic light, the programmable sign displaying textual information relating to the approaching emergency vehicle when a display instruction is received; and

a receiver in proximity to the programmable sign display that receives a particular signal sent from the approaching emergency vehicle upon the approaching emergency vehicle coming within range of the receiver and wherein the receiver generates the display instruction to the programmable sign display in response to receiving the particular signal.

15. (Original) The system of claim 14, wherein the programmable sign display provides a display of textual information to motorists relating to the approaching emergency vehicle in coordination with one or more states of the traffic light.

16. (Original) The system of claim 14, wherein the receiver detects the direction the particular signal is received from to determine the direction from which the emergency vehicle is approaching and wherein the instruction and corresponding textual information that is displayed indicate the direction from which the emergency vehicle is approaching from the perspective of a motorist viewing the programmable sign display.

17. (Original) The system of claim 14, wherein the textual information is a driving instruction.

18. (Original) A system for providing information to motorists regarding an approaching emergency vehicle, comprising:

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a programmable sign display placed in proximity to a traffic light, the programmable sign displaying a driving instruction to motorists relating to the approaching emergency vehicle when a display instruction is received; and

a receiver in proximity to the programmable sign display that receives a particular signal sent from the approaching emergency vehicle upon the approaching emergency vehicle coming within range of the receiver and wherein the receiver generates the display instruction to the programmable sign display in response to receiving the particular signal.

19. (Original) The system of claim 18, wherein the programmable sign display provides a display of a driving instruction to motorists relating to the approaching emergency vehicle in coordination with one or more states of the traffic light.

20. (Original) The system of claim 18, wherein the driving instruction comprises a graphical element.

21. (Original) The system of claim 18, wherein the driving instruction comprises text.

22- 27. (Cancelled)

28. (Original) A method of providing a remote programming service for a programmable sign display located in proximity to a traffic light, comprising:

receiving, by a managing entity, content from a plurality of customers, the content comprising information to be displayed on the programmable sign display and information to be broadcast over a radio frequency capable of reception by a radio receiver of motorists;

sending, by the managing entity, programming from a user interface to a wireless interface of the programmable sign display, the programming corresponding to the information to be displayed on the programmable sign display;

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sending, by the managing entity, information to be broadcast over the radio frequency to a radio broadcast system that broadcasts over the radio frequency;

displaying the information to be displayed on the programmable sign display in response to the programming received, the programmable sign display providing an indication of the radio frequency; and

broadcasting the information to be broadcast over the radio frequency from the radio broadcast system.

29. (Original) The method of claim 28, further comprising displaying the information on the programmable sign display in coordination with one or more states of the traffic light.

30. (Original) The method of claim 28, further comprising:

receiving a signal from an emergency vehicle approaching the traffic light; and

displaying information related to the approaching emergency vehicle on the programmable sign display.

31. (Original) A system for providing information to motorists, comprising:

a receiver that detects a signal provided by an approaching emergency vehicle and that generates a display instruction in response to detecting the signal; and

a programmable sign display placed in proximity to a traffic light, the programmable sign display providing a display of advertising information to motorists directing their attention toward the traffic light, the programmable sign display being responsive to the display instruction to provide a display of information relating to the approaching emergency vehicle.

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32. (Original) The system of claim 31, wherein the programmable sign display provides a display of the advertising information to motorists in coordination with one or more states of the traffic light.

33. (Original) The system of claim 31, further comprising a radio broadcast system that broadcasts a signal on a radio frequency capable of reception on a radio receiver of motorists, the signal corresponding to information relevant to the motorists, and wherein the programmable sign provides a display of the radio frequency.

34.-37. (Cancelled)

38. (Previously presented) The method of claim 28, wherein the step of broadcasting the information over the radio frequency takes place while the indication of the radio frequency is being displayed.

39. (Previously presented) The method of claim 28, wherein the step of broadcasting is performed using a limited power, short range radio transmission and wherein the information to be broadcast over the radio frequency is relevant to the motorists within range of the radio transmission.

40. (Previously presented) The method of claim 28, further comprising displaying video images on the programmable sign display that correspond to the information being broadcast over the radio frequency.